

MASON ROW



Mason Row
Falls Church, VA
October 19, 2015

POTENTIAL BIKE SHARE AREA

RES LOBBY

PARK AVENUE

N. WEST STREET

BRIDGE ABOVE

MASON AVE

COMMERCIAL

RESIDENTIAL LOBBY

PARKING

SHORT TERM PARKING

ENTRY TO GROUND LEVEL PARKING

THEATER LOBBY

MARKET SQUARE

TRASH

COMMERCIAL

HOTEL

COMMERCIAL

LOADING/TRASH

OFFICE LOBBY

GARAGE ENTRY TO PARKING 0 LEVEL

ENTRY TO PROJECT AT PARKING 0 LEVEL

W. BROAD STREET

HOTEL DROP-OF AREA

TRANSFORMER VAULT BELOW

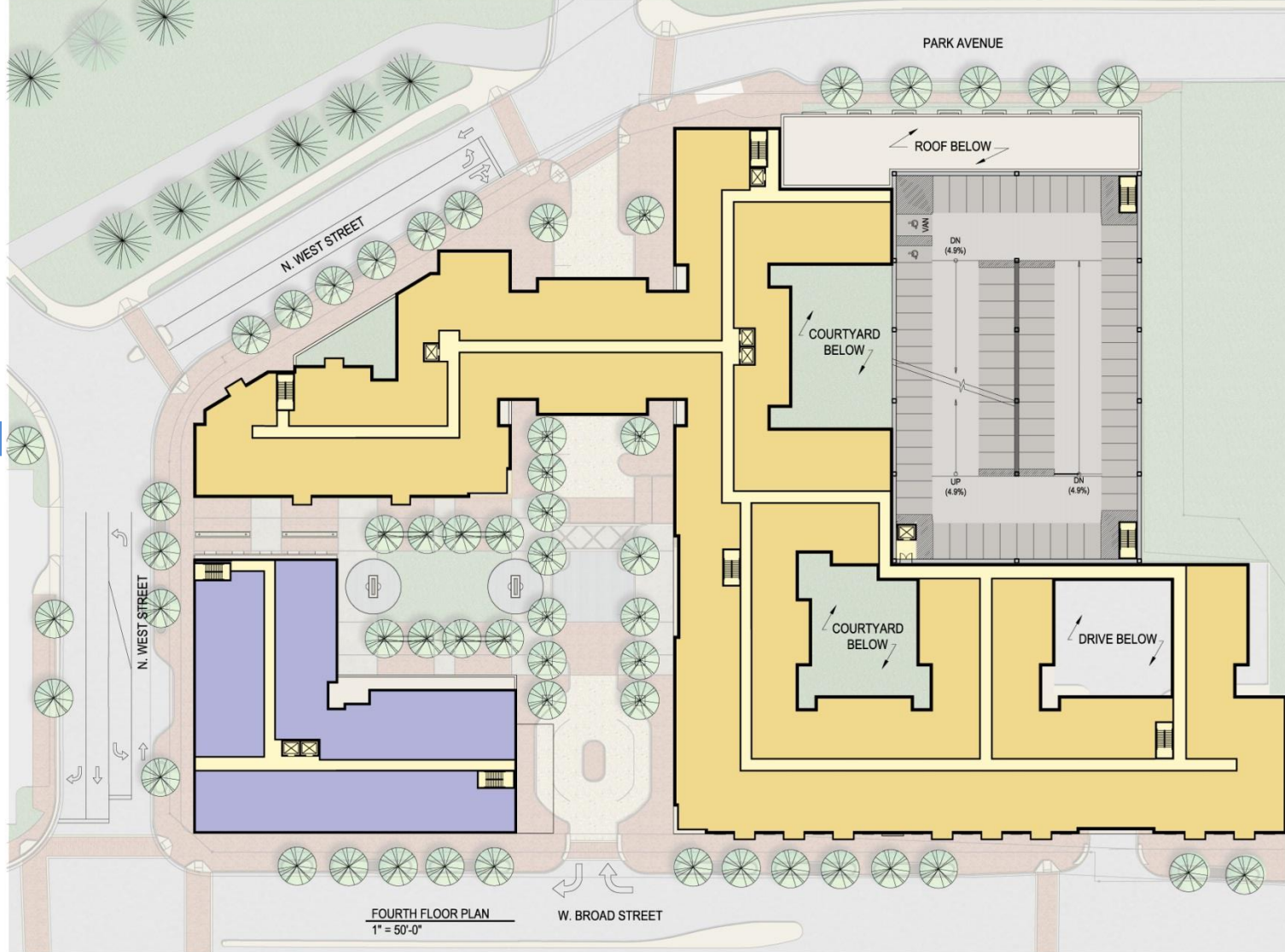
1" = 50'-0"

- New Pedestrian Street
- Removed Loading on N. West St across from W&OD
- Consolidated Loading/Most Trash inside project
- Removed Retail on Park Ave
- Removed By-pass internal road
- Added Left Turn lane on W. Broad St into east access



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Upper Level Plan



Changes:

- Separated Hotel from Apartments & Moved to W. Broad
- Moved Parking Garage further back into project
- Lowered Height along Park Ave
- Increased Building "Step-backs" along Park Ave
- Reduced building facade along N. West St/Add Res. Plaza



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Market Square & Mason Ave



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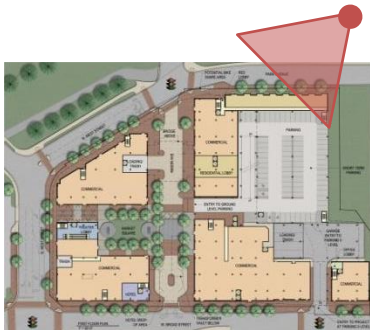
W. Broad & N. West St Intersection



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Park Avenue



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View Along Trail at Park Ave N. West St.



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View from Grove Ave.



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Mason Avenue & West Broad St



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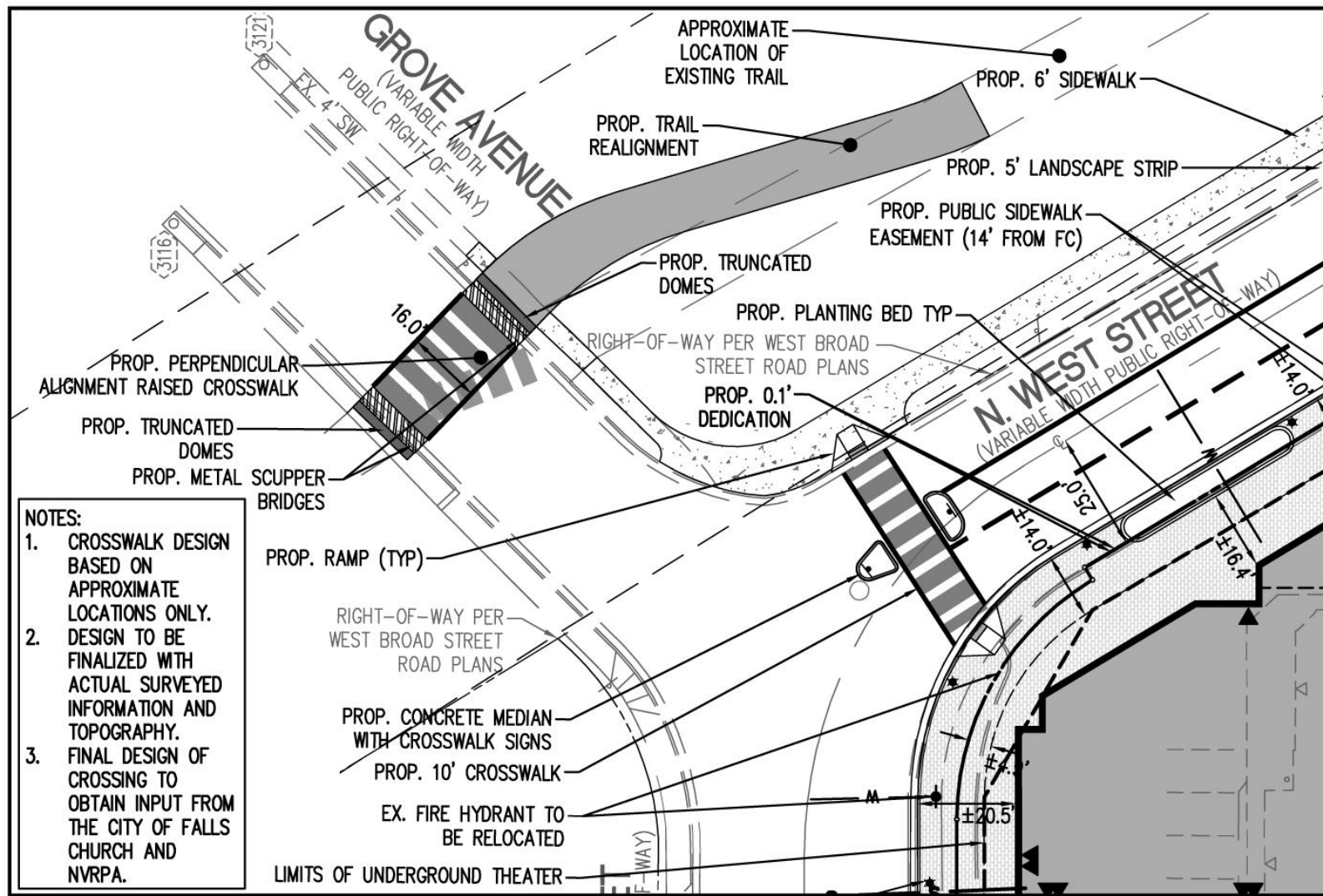
Mason Row Building Materials:

- Brick: up to five (5) colors (The Project)
- Fiber cement panel – Six (6) colors (HardiePanel) (The Project)
- Synthetic Stucco – spring moss (prototype for Hotel tower only)
- Synthetic Stucco – grizzle grey (prototype for Hotel tower only)
- Laminated translucent glass (Hotel Tower)
- Concrete panel – Two (2) colors (Garage)
- Green screen – Ivy (Garage)
- Vinyl Windows: single hung/fixed, typ. (Apartments)
- Open windows w/ metal bars (no glazing) (Garage)



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Grove Ave & N. West St Improvements

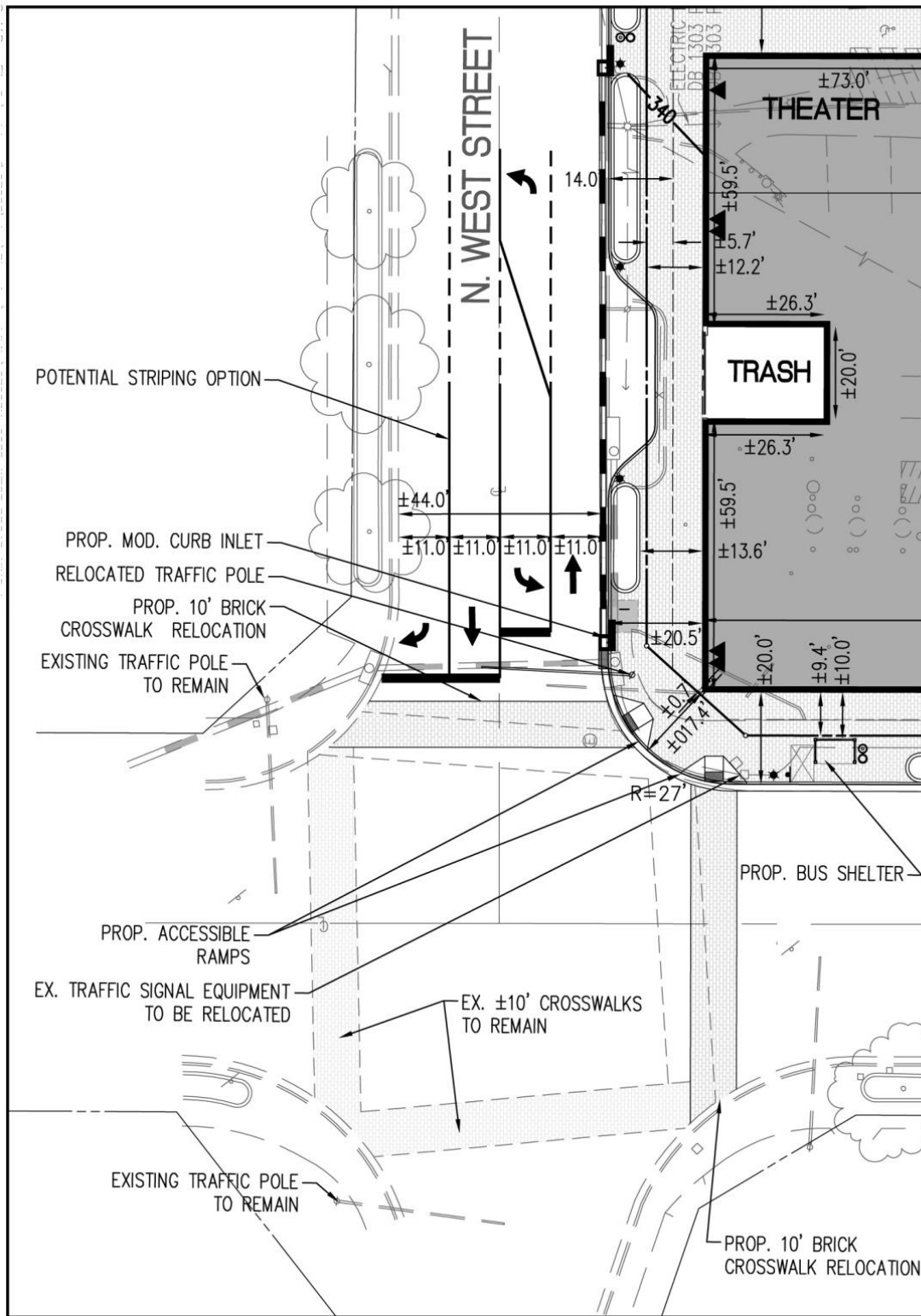
- Raised W&OD Crosswalk on Grove Ave.
- Realignment of trail crosswalk
- New crosswalk with safety islands
- New left turn lane onto Grove Ave.



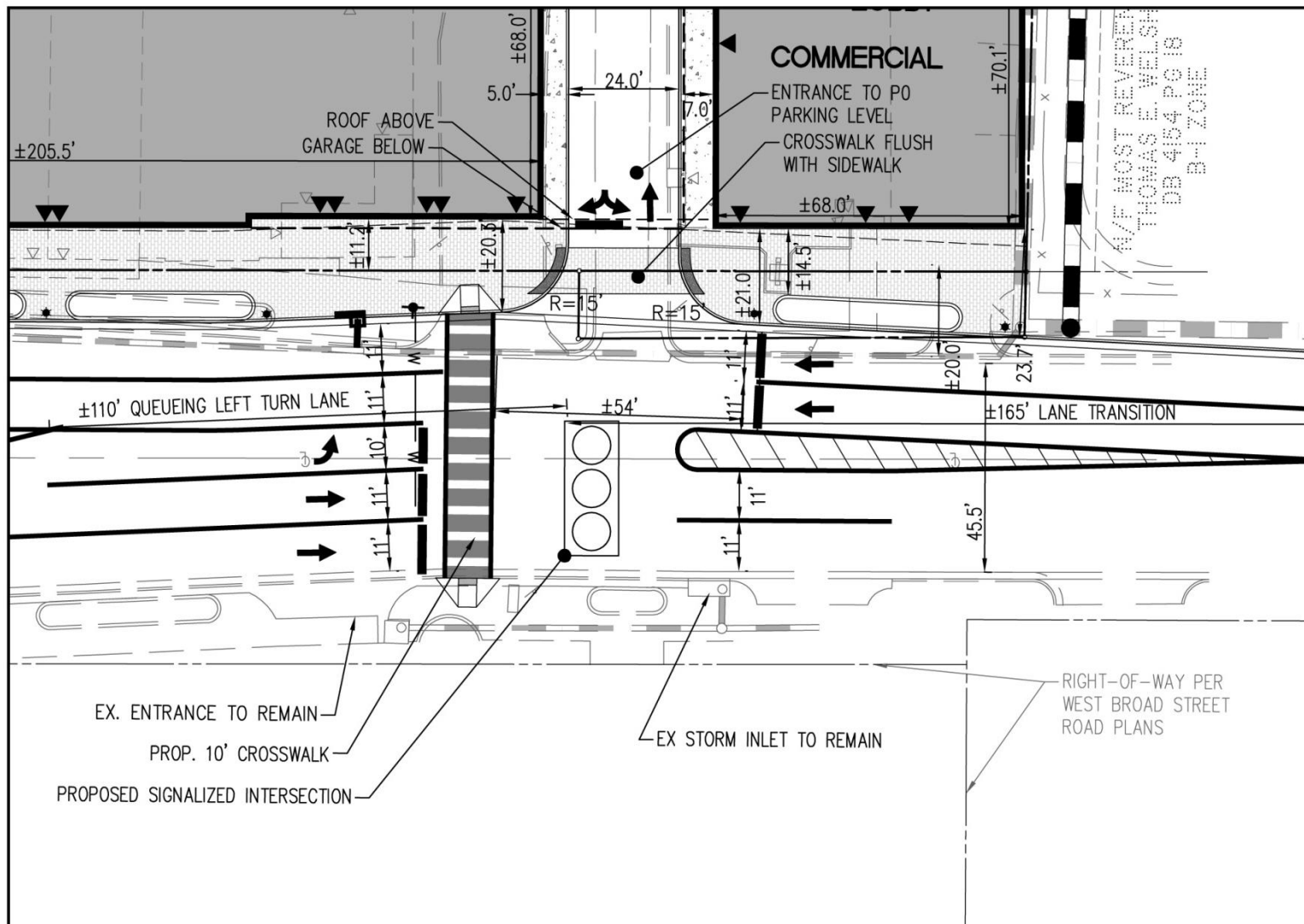
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W. Broad & N. West St Improvements

- Small Off Street Trash Pickup
- New left turn lane onto W. Broad St.
- New left turn lane into Wells Fargo.
- Crosswalk realignment



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W. Broad St. Signalized East Access

- Added a 110 ft Left Turn Lane
- New traffic signal.
- New pedestrian crosswalk.



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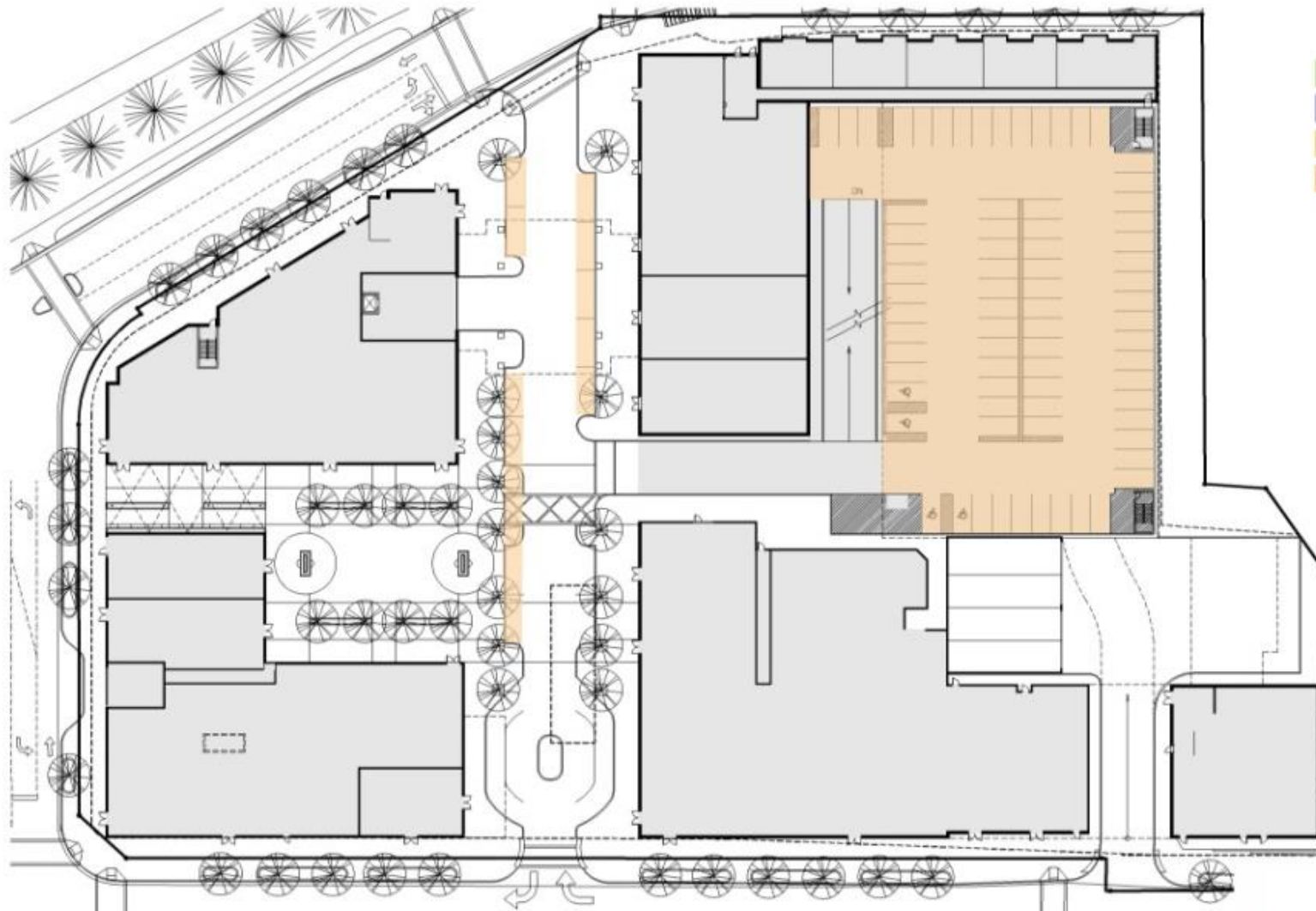
Transportation Impact w/ Total Future Developments and Mason Row:

- Reduced site access from 11 vehicular entrances to 3.
- Intersection of N. West St/W. Broad St – Level of Service D/E. 10% reduction in intersection delays during peak hours. Overall Level of Service Maintained.
- Intersection of N. West St/Park Ave/Mason Ave – Level of Service C/C. Overall Level of Service Improved from D/A to C/C. Less intersection delays during PM peak for westbound traffic.
- Intersection of N. West St/Grove Ave – Level of Service Maintained.
- Intersection of W Broad St/Mason Ave – Level of Service B/B.
- Intersection of W Broad St/East Signalized Access – Level of Service B/B.
- Intersection of W Broad St/Spring St – Level of Service maintained B/A.
- Intersection of Park Ave/Spring St – Level of Service maintained A/A.
- Intersection of N. West St/Lincoln Ave – Level of Service maintained A/C.



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GROUND FLOOR - PARKING ALOCATION TAB



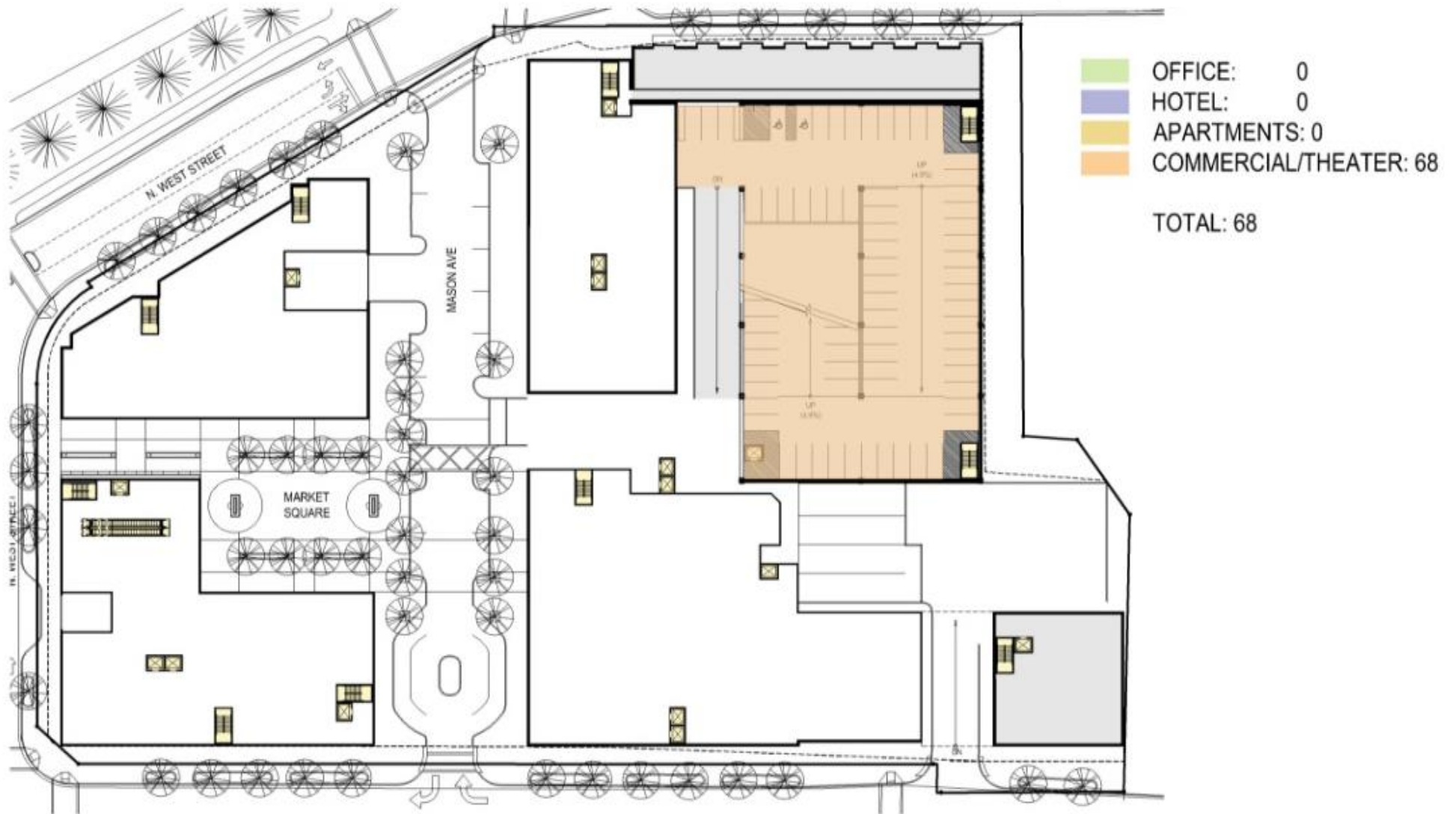
OFFICE:	0
HOTEL:	0
APARTMENTS:	0
COMMERCIAL/THEATER:	88

TOTAL: 88



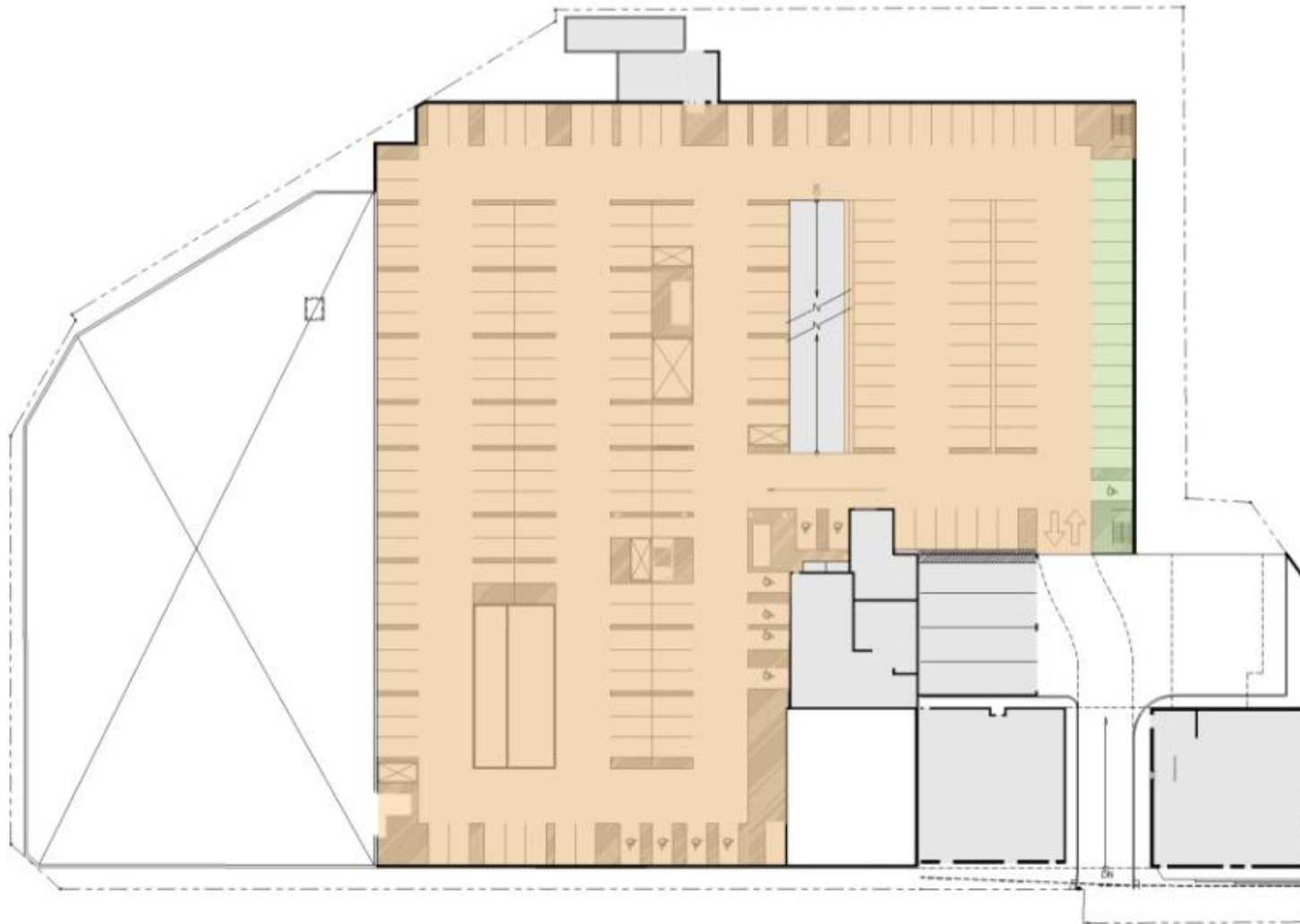
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MEZZ PARKING ALOCATION TAB



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PARK 0 - PARKING ALOCATION TAB



OFFICE:	16
HOTEL:	0
APARTMENTS:	0
COMMERCIAL/THEATER:	194

TOTAL: 210



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PARK 1 - PARKING ALOCATION TAB



OFFICE:	0
HOTEL:	133
APARTMENTS:	0
COMMERCIAL/THEATER:	150

TOTAL: 283



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PARK 2 - PARKING ALOCATION TAB



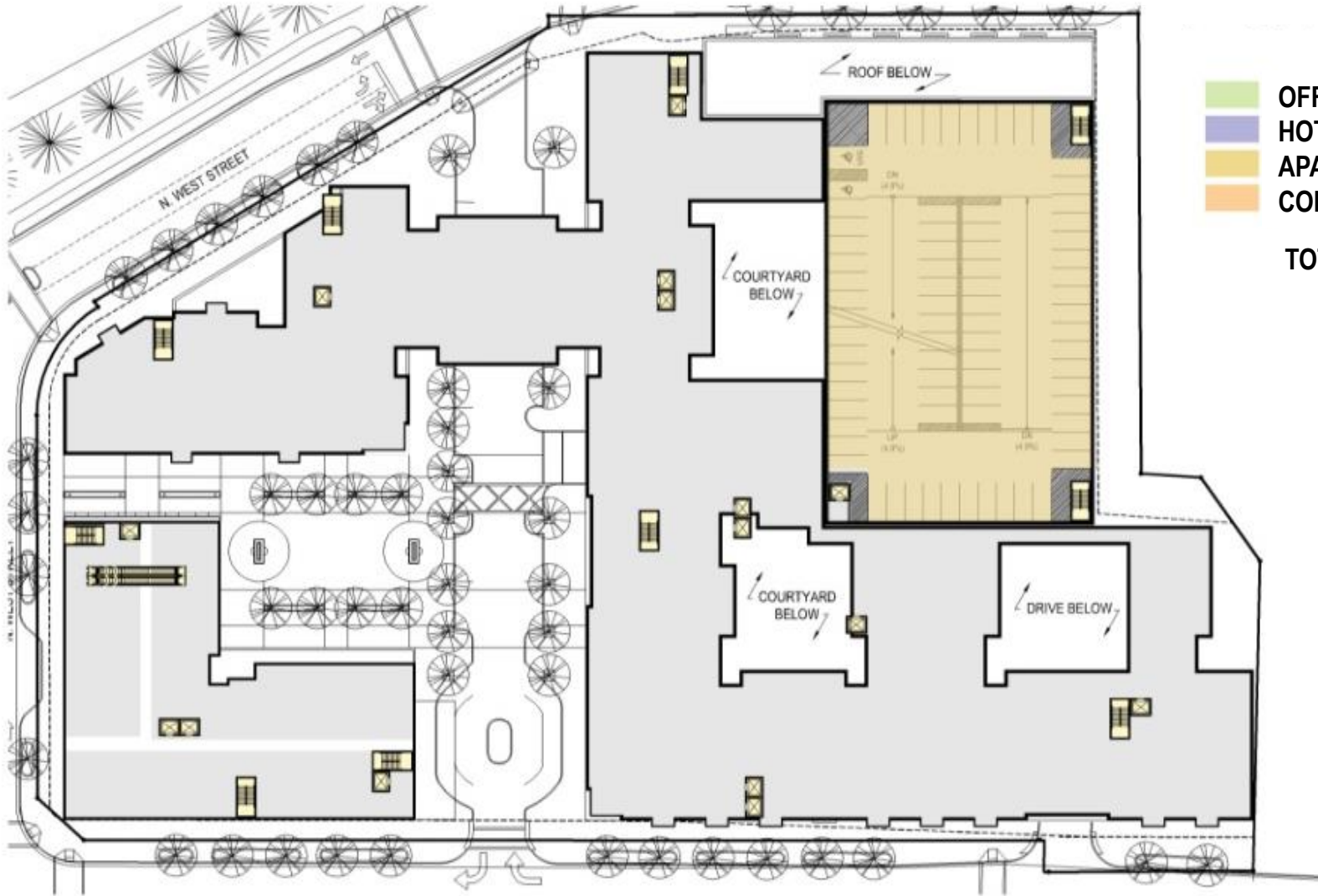
	OFFICE:	0
	HOTEL:	0
	APARTMENTS:	163
	COMMERCIAL/THEATER:	0

TOTAL: 163



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2ND – 5TH FLOOR – PARKING ALLOCATION TAB



OFFICE:	0
HOTEL:	0
APARTMENTS:	296
COMMERCIAL/THEATER:	0
TOTAL:	296



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Transportation Demand Management Measures:

- On-site vehicle sharing program.
- Unbundled parking
- Bus stop improvements
- Secure and Weatherproof bicycle parking
- Information kiosk for transportation.
- Hotel shuttle to Metro rail.
- TDM Website and marketing plan.
- Real-time transit information and site based transportation guide.
- Live/Work/Play campaign.
- New resident/hotel guest commuter information package w/ Metro Smartrip Cards
- Promote MWCOCG's guaranteed ride home program.



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Parking Demand Management:

- Shared Parking – Limit Exclusive parking for commercial uses
- Parking Maximums per Use – Limits # of spaces available per use
- Car Sharing Service – Short Term Car Rental
- Unbundled Parking for Residential – Parking is rented separately at market rates



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Retail Strategic Plan:



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Retail Project Plan:

- Mason Row is an entertainment and food destination
- Pedestrian Oriented open-air market place with retail street and community square
- Prime visual, social, commercial area/anchor for Falls Church
- Full Service and Fast Casual Dining, Cinema, boutiques and service retail
- Programmed public space – CATCH
- VC Commitments for Retail
 1. Retail Anchor – Theater
 2. Minimum 20,000 sf for food and beverage retailers
 3. Minimum 50% total retail space access to ventilation shafts for restaurant use
 4. Limitation on retail services (not to exceed 15% of total ground floor retail area)
 5. List of Prohibited Retail Uses
 6. Retail ceiling heights minimum 14'-0"
 7. Ground floor retail space walls fronting streets have average 70% transparency.



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Community Benefits:

- Cash Contributions
 1. Schools – \$1,850,000
 2. Library – \$235,000
 3. CATCH – \$25,000
 4. City Parks - \$150,000
 5. Bikeshare NPV - \$55,000
 6. Post Development Traffic Study - \$50,000
- Affordable Dwelling Units on site
 1. 6% of all units
 2. Within city policy at ½ 60% AMI & ½ 80% AMI.
- Streetscape improvements for public street purposes
- Market Square
- Undergrounding of utilities on site.
- NGBS Silver certification for apartment building & LEED certification or equivalent for hotel building.
- Storm drainage and runoff with on-site water quality treatment and on-site detention



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Community Benefits (cont'd):

- Removal of contaminated soil.
- Installation of vegetation.
- Stormwater capacity expansion.
- Bicycle parking and storage on site – class 3 visitor bike racks and class 1 bike storage. Consistent with Arlington Co. standards.
- Transportation Demand Management (\$100,000 investment by developer)
- Off-site Improvements (\$940,000 investment by developer) (Cost Cap removed) –
 1. Undergrounding of aerial utilities along West Street next to W & OD Trail
 2. Road & Pedestrian Improvements as previously described
 3. New bus shelter on W. Broad St



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Questions & Answers



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